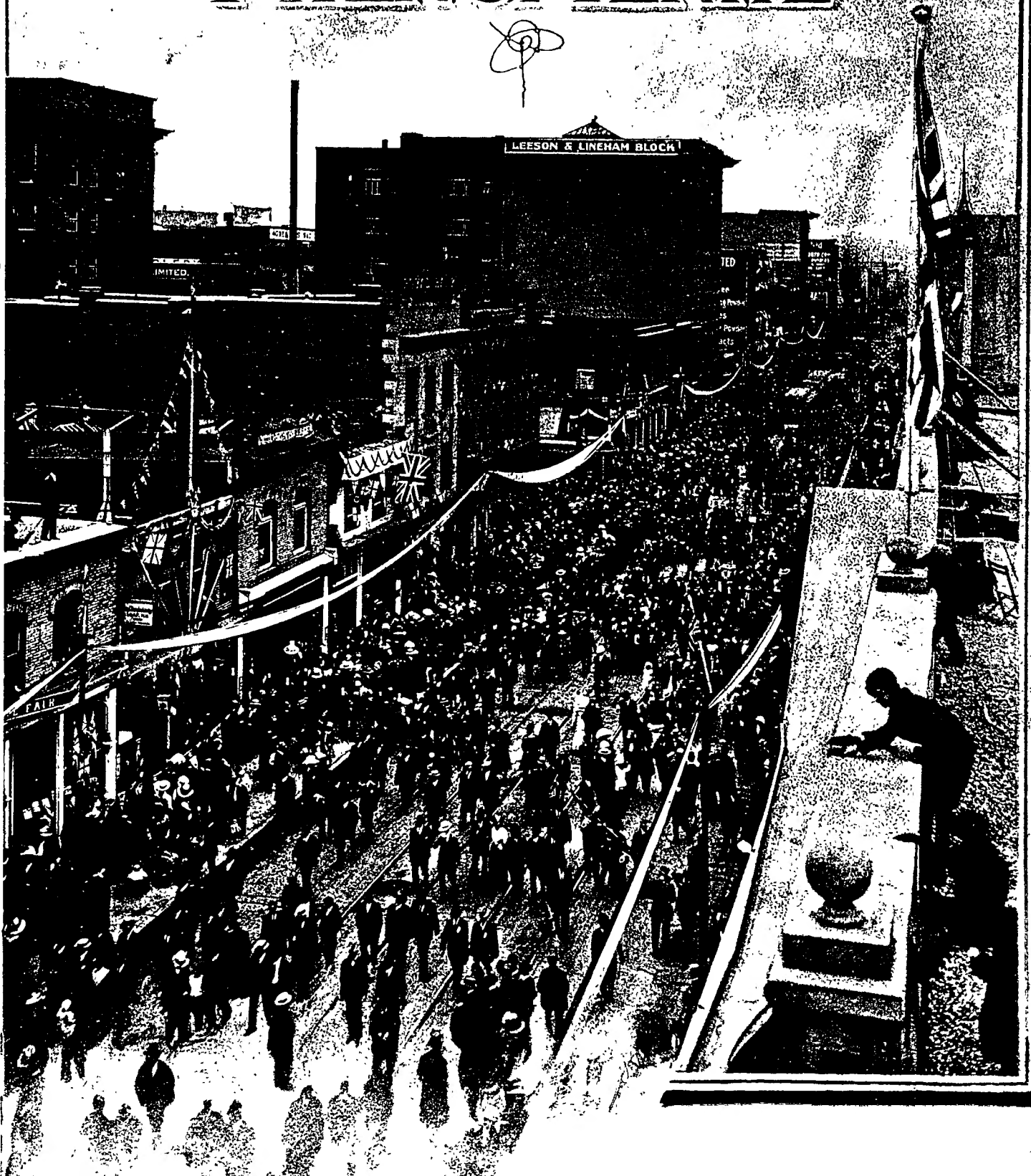


CALGARY

THE CITY

PHENOMENAL



HIGH GRADE

Lumber and Millwork

THE HOME OF

The Fir Door Beautiful

Fine Fir Window Sash, Beaver Board and Certain-teed Roofing



See Our Celebrated Interior Finish

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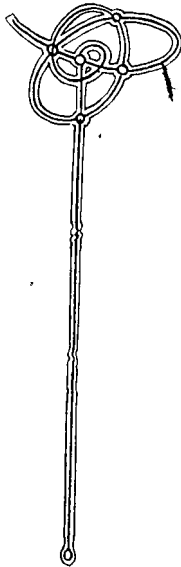
A. B. Cushing Lumber Co. Limited

WHOLESALE OFFICE AND SHOWROOMS
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Calgary

the
City
Phenomenal



Compliments of

A. B. Cushing Lumber Co., Ltd.

Calgary, Alberta



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Manager Wholesale Department



GEO. EGLESTON
City Sales Manager



H. F. PROVINE
Purchasing Agent Vancouver, B. C.



JAMES SHAW
Vice-Pres. and Yard Superintendent



A. B. CUSHING
President and General Manager



S. P. DAWSON
Forestry Superintendent



PAUL L. PROVINE
Traveling Salesman, Alberta



JOHN W. DINGLE
Secretary-Treasurer



GEO. W. DALE
First Accountant



FRED HENDERSON
City Salesman



G. U. BACON
Traveling Salesman, Saskatchewan
and Manitoba

A. B. CUSHING LUMBER CO., LIMITED SOME MEMBERS OF THE STAFF

Calgary Must be a Great Industrial Centre

CALGARY, the commercial capital of the Province of Alberta, the dominating city of the plains between Winnipeg and Vancouver is today in very truth—The City Phenomenal. Scarce three decades have rolled around since a few scattered shacks on the bare and open prairie marked the future site of what is now a great and growing city.

At that time the mighty Province of Alberta was practically unknown—its resources were undiscovered—its potentialities obscured by the veil of the future—today, the name of Alberta is a familiar sound in almost every portion of the Anglo-Saxon world and even in many lands which know not our Mother tongue the word has gone forth that in Western Canada, in soil, in climate, in opportunity—there is one Last Best Land still open to all the world and its name is Alberta—Sunny Alberta.

Alberta is another name for Achievement. In the early days of the railroad it was a No Man's Land. It was said by many to be incapable of producing crops—it was presumed to be fit only for ranging cattle or as a home for a few roving bands of Indians—now it is admitted to be one of the most productive provinces of the Dominion of Canada. Thus does history repeat itself for the early navigators on the coast of America deemed the country north of Virginia as too stern and forbidding for settlement. Ohio was at one time declared to be too far west for the successful production of wheat; Illinois too far north for corn growing, yet these two states are classed today among the greatest agricultural areas of the American Union. The New England States have given to America its government and the basis of its wealth and they have proved to be the agricultural, commercial and industrial backbone of the country. Even so will it be with Alberta. Its wealth lies in its splendid climate, its soil, and in its resources of mine and forest; little wonder that its history is a story of achievement—a phenomenal record of material progress!

A Country of Vast Area

The Province of Alberta is larger than Austria Hungary. It is over double the area of Great Britain and Ireland. It has over 80,000 square miles more territory than the New England States in which are situated such cities as New York, Pittsburg, Boston and the largest manufacturing centres of the United States. The proportion of arable land in Alberta is fully as great as in the countries mentioned, certainly its productive capabilities are in some respects greater—time alone is essential to bring this province to the forefront of the world as one of its richest productive areas.

In 1911 there were in crop only 1,700,000 acres and in 1912 the crop area exceeded 2,000,000 acres, but even this is barely more than 2% of the agricultural land of the province. Over 50,000,000 acres are still available. Less

Calgary Led America in Progress During 1911

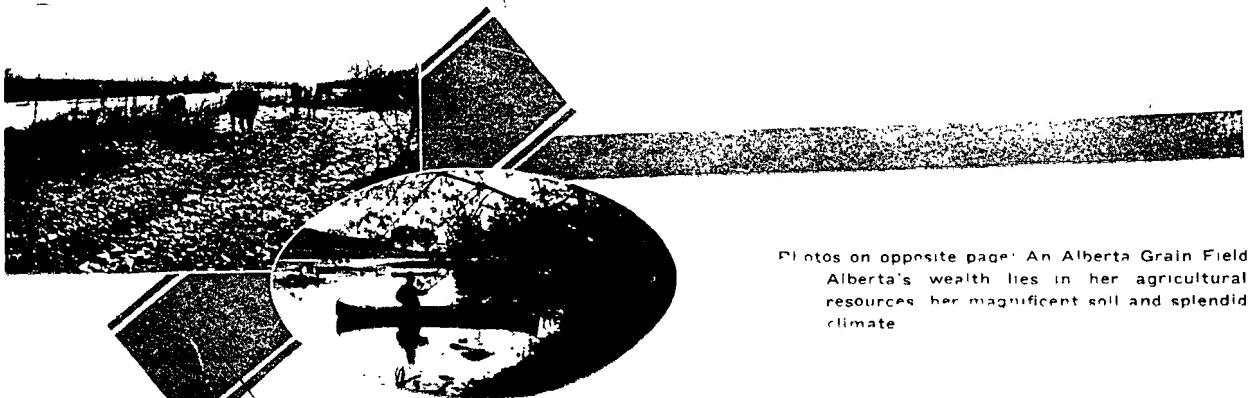
than 35,000,000 have been given to railways or taken up in homesteads, Indian reserves, and grazing lands account for about 3,500,000 acres. What a mighty province still to occupy! The task is only begun. What of the work of the past year?

The Record of 1911

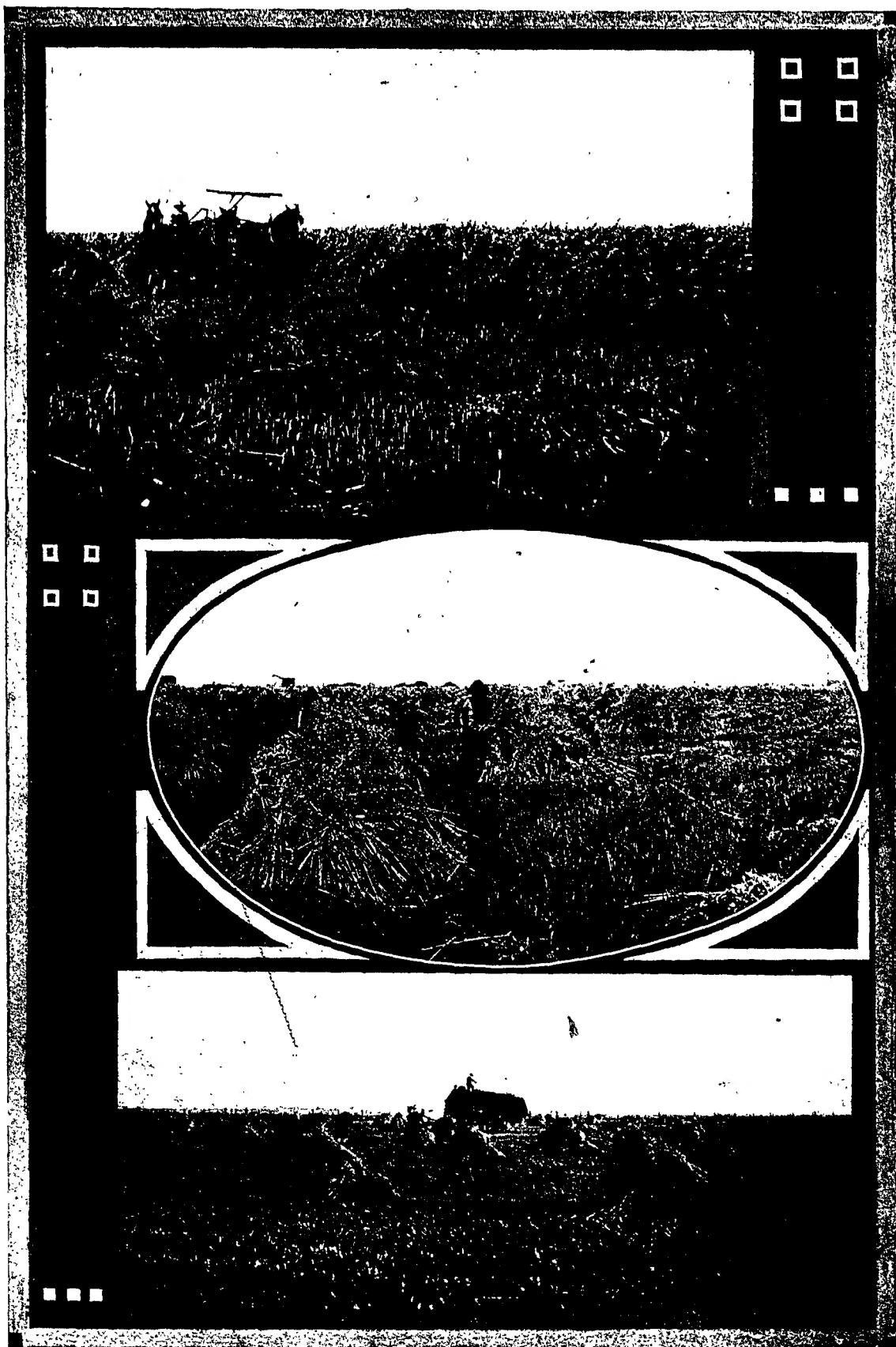
Nineteen hundred and eleven was far from an exceptionally good year in the Province of Alberta. In fact it is recorded as decidedly an off year and yet the record of actual statistics during this period when taken in conjunction with the figures for other portions of the grain producing areas of America demonstrate to the satisfaction of everyone the richness of soil, the suitability of climate, the producing power of the agricultural lands of the province. The official records show very clearly that Alberta lands yield more abundantly than those of any other large grain growing area in North America. The average yield of wheat per acre for the last ten years was 26.5 bushels per acre. The average in neighboring States was: Iowa, 12.91 bushels per acre; Wisconsin, 14.5 bushels per acre; Minnesota, 15 bushels per acre; Michigan, 12.3 bushels per acre; Illinois, 12.3 bushels per acre; North Dakota, 12.3 bushels per acre; Nebraska, 12.3 bushels per acre; South Dakota, 11 bushels per acre.

In 1911 the crop yield of Alberta was as follows:

	Acres in Crop.	Bushels per acre.	Bushels Total yield.
Winter Wheat	175,000	18	3,150,000
Spring Wheat	650,000	20	13,000,000
Oats	690,000	35	24,150,000
Barley	120,000	30	3,600,000
Flax	35,000	7	245,000
Rye, Speltz, etc	30,000	20	600,000
	1,700,000		44,745,000



Photos on opposite page: An Alberta Grain Field
Alberta's wealth lies in her agricultural
resources her magnificent soil and splendid
climate



Calgary the City of Certainties

The department of statistics at Ottawa gives this estimate of yields in different parts of the Dominion in 1911. It is as follows:

Fall Wheat—All Canada, 22.19 bushels per acre; Alberta, 25.28; Saskatchewan, 22; Ontario, 20.95.

Spring Wheat All Canada, 20.63; Alberta, 21.65; Nova Scotia, 21.05; Ontario, 20.95; Saskatchewan, 20.75; New Brunswick, 20.39; Manitoba, 20.22; P. E. I., 19.26; Quebec, 17.73.

Oats—Canada, 37.76; Alberta, 48.34; Saskatchewan, 46.12; Manitoba, 45.92; P. E. I., 29.80; Nova Scotia, 29.24; New Brunswick, 28.86; Quebec, 26.22.

Barley—Canada, 28.94; Manitoba, 33.36; Saskatchewan, 31.61; New Brunswick, 28.16; Ontario, 26.39; Alberta, 26.54; Nova Scotia, 25.77; Prince Edward Island, 25.65.

It is impossible at this date to give the figures for 1912 but Alberta this year has undoubtedly maintained its relative position and made new crop records far surpassing anything hitherto recorded in the Province.

So much for the record of a province with its grain growing resources scarcely more than touched; who can paint the picture when it begins to approach even remotely the attainment of its possibilities. Less than two per cent. of its available area under cultivation—only the margin scratched—surely the time must come when Alberta leads America in the production of grain.

But it is not alone as a grain producing country the Province of Alberta excels—it has been known for years as a great ranching country. Alberta is in truth "the land where the sirloin steak doth grow." Its rich and luxuriant pastures have for many years supplied the cattle upon the thousand hills, and climatic conditions are such that cattle have wintered in the open with a comparatively small percentage of winter losses. The same may be said of horses. But these old ranching days are rapidly passing away; the small farmer has taken the place of the rancher, a more intensive system of agriculture has been adopted, and although the total annual output of beef cattle, horses

and dairy products will increase from year to year, the increase will take place under the new farming conditions and not as of old on the open

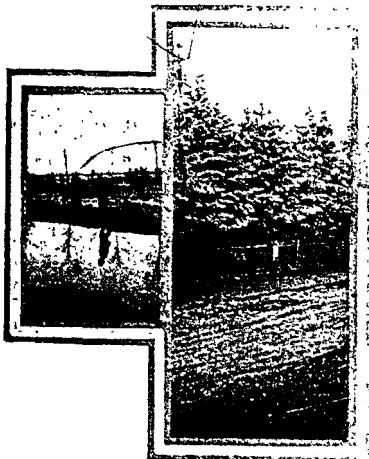


Photo on opposite page

A view on First Street West, Calgary—Alberta is no longer a treeless plain



Calgary Must be a Great Industrial Centre

range. Alberta is becoming a land of intensive agriculture—a country of comparatively smaller farms—a province of immense total production of every product of the farm, and these products will reach the markets of the world, not as grain alone, but as flour and oatmeal; as finished cattle and gilt-edged dairy products.

Other Wealth than Agriculture

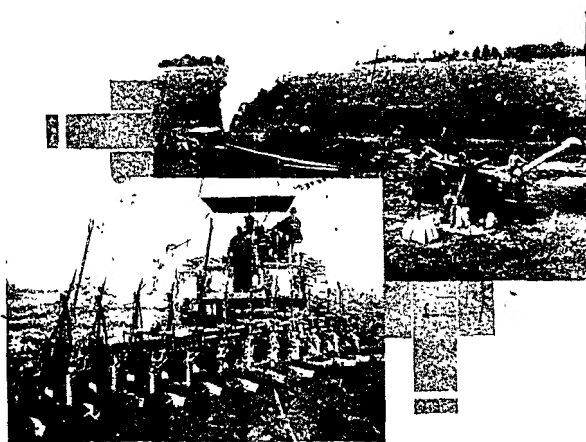
The Province of Alberta is also blessed with abundance of mineral wealth. Different sections throughout the entire province are underlaid with coal. In the southwestern portion of the province lignite is abundant. Bituminous coals in great quantity are found from the international boundary almost to the extreme north of the province. At Bankhead, not far from Calgary, anthracite coal is found, and in the north lignites are mined at low cost in numerous places. It is estimated that Alberta has sufficient coal to supply indefinitely a population of fifty million people, and no doubt there are large areas which have not yet been located. The fuel problem is one that need never worry the Province of Alberta.

Building stone and clays for brick and pottery are found in many sections of the province, as is also limestone for cement, and large cement plants have been established at Exshaw and Calgary.

Petroleum, platinum, gold and galena have been found, and some of the largest cities of the province, including Calgary, are now supplied with light and heat from natural gas, the cheapest and most satisfactory fuel and illuminant in the world.

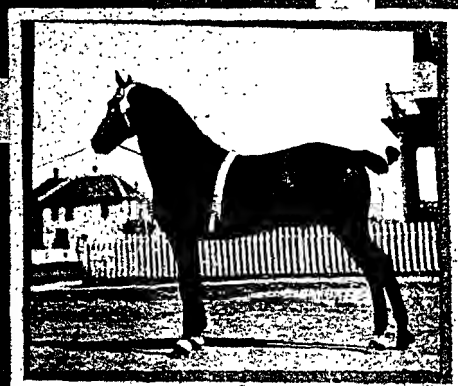
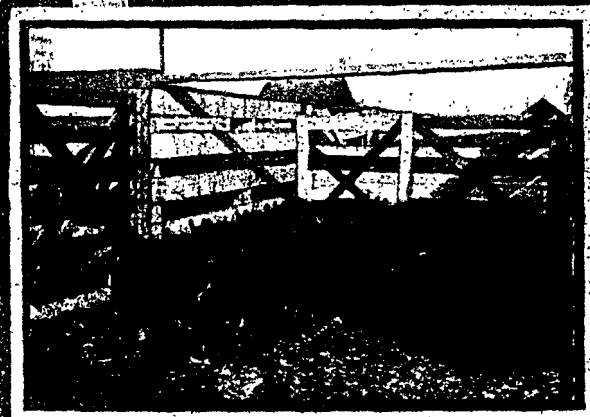
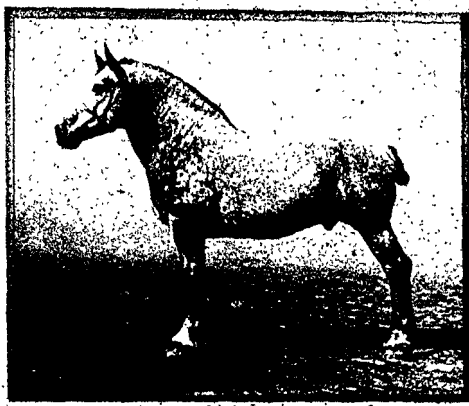
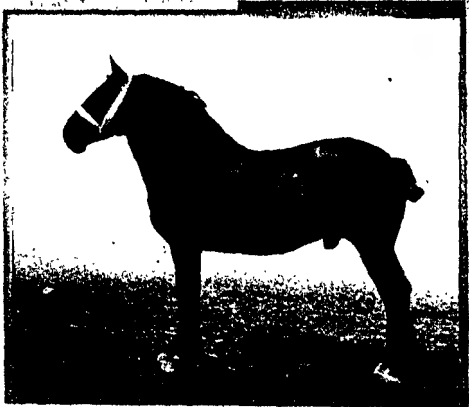
A Marvelous Climate

Climatically, Alberta is the most wonderful province or state on the continent of North America. Although its entire area is north of the 49th parallel of latitude there are such modifying influences brought to bear upon the climate as to make some months of its winter surpassingly mild, especially when compared with other



The Photos on opposite page are:

Views from Alberta Farms
Calgary is the great central commercial metropolis of this great agricultural area



Three Transcontinental Railways Focus on Calgary

sections of America supposed to have particularly mild winters. February, 1912, will be remembered in Eastern Canada, the Eastern States, and even far down into the Southern States as a month of particular severity, yet in the City of Calgary the thermometer seldom touched zero and on several days the minimum temperature scarcely reached the freezing point. Here is the record for the entire month:

	Maximum.	Minimum.	
Calgary, Feb. 1	49	16	Fair
Calgary, Feb. 2	48	32	Clear
Calgary, Feb. 3	50	16	Cloudy
Calgary, Feb. 5	34	10	Fair
Calgary, Feb. 6	30	22	Fair
Calgary, Feb. 7	28	14	Cloudy
Calgary, Feb. 8	18	10	Cloudy
Calgary, Feb. 9	34	14	Clear
Calgary, Feb. 10	46	24	Clear
Calgary, Feb. 12	44	26	Clear
Calgary, Feb. 13	44	16	Fair
Calgary, Feb. 14	44	30	Cloudy
Calgary, Feb. 15	46	34	Clear
Calgary, Feb. 17	44	20	Cloudy
Calgary, Feb. 19	40	30	Cloudy
Calgary, Feb. 20	34	8	Clear
Calgary, Feb. 21	40	24	Fair
Calgary, Feb. 22	40	22	Cloudy
Calgary, Feb. 23	44	22	Clear
Calgary, Feb. 24	38	18	Clear
Calgary, Feb. 25	40	18	Clear
Calgary, Feb. 26	30	12	Clear
Calgary, Feb. 27	18	10	Clear
Calgary, Feb. 28	14	-3	Clear
Calgary, Feb. 29	11	-7	Clear

The summer climate is warm, sufficiently warm for plant growth, but never excessively



Photo on opposite page:
Robin Hood Mills Ltd.
One of the largest milling industries in
Western Canada.
An industry which springs from the agri-
cultural wealth of the province and
naturally centres in Calgary.



Alberta is the Land of Sunshine

so, and the climate during the growing season varies little from one end of the country to the other, as will be clearly seen from the following record of climate in different latitudes and altitudes during the summer months:

	Latitude.	Longitude.	M. Summer.
Cardston	49 12	113 18	59
Macleod	49 44	113 24	60
Calgary	51 2	114 2	59
Edmonton	53 33	113 30	61
Fort Vermilion	58 29	116 3	61
Dimvegan	55 56	119 2	60

The Influence of the Chinook

The winter climate is modified by the Chinook winds, the dry warm winds from the Pacific coast which come down from the eastern slope of the Rocky Mountains and increase in temperature until they reach the plains, and have been known to raise the temperature 50 degrees within a few hours.

The rainfall is copious and though nothing like so abundant as in Ontario, New York, Iowa and other leading states of the south and east, it is so distributed that the bulk of rainfall comes during the growing season. May, June, July and August are the months of rain in Alberta, while the winter and harvest seasons are practically dry.

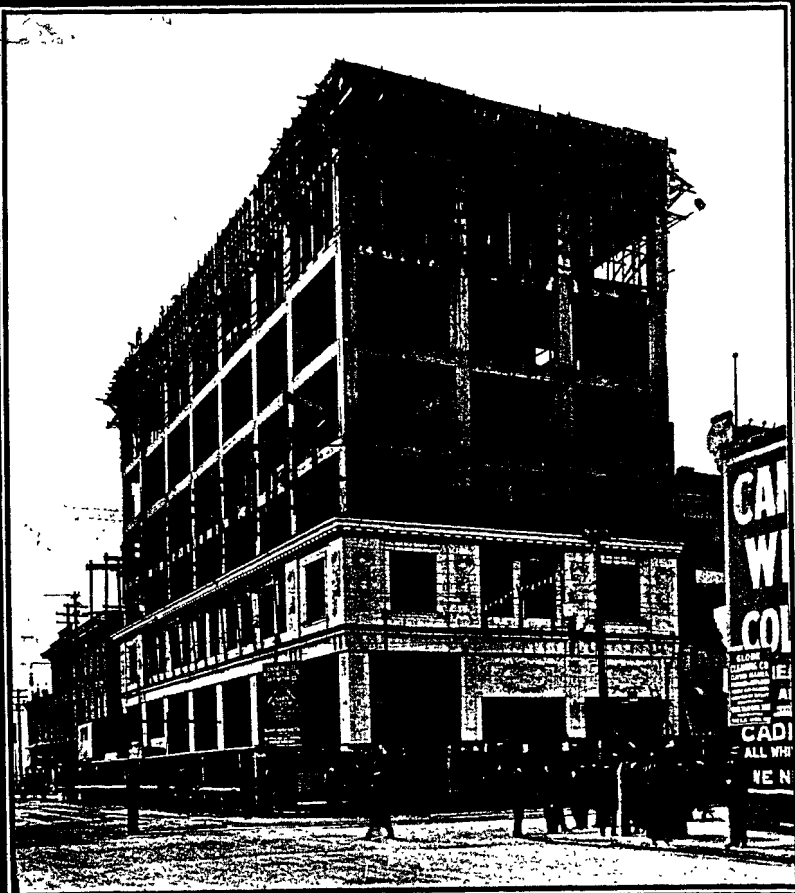
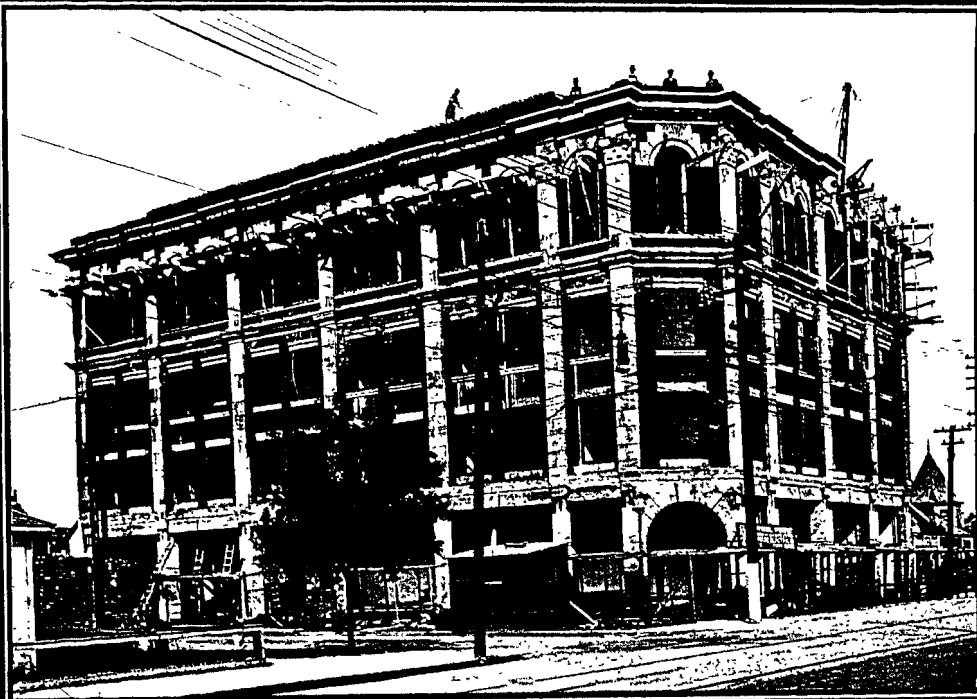
The Rain Comes in the Growing Season

The following table giving the annual precipitation for seven years, together with a comparison of the rainfall in several of the Eastern States and Canada shows the peculiar climatic condition in



Photos on opposite page:

Types of New Buildings now under construction in Calgary



Alberta - An Empire's Wealth and Possibilities

Alberta. For instance in Calgary over 80 per cent. of the total precipitation took place during the growing months of May, June, July and August:

	Medicine Hat	Leith- bridge	Calgary	Gleichen	Wetas- kiwin	Prov. Average
January	0.43	0.72	0.33	0.29	0.86	0.62
February	0.31	0.47	0.28	0.23	0.72	0.41
March	0.46	0.72	0.74	0.27	0.99	0.72
April	0.32	0.84	0.80	0.49	0.50	0.78
May	2.37	3.35	3.62	2.82	1.59	2.80
June	2.09	2.83	3.61	4.04	4.03	3.53
July	1.14	1.27	2.08	2.49	3.07	2.28
August	1.11	2.07	2.94	2.36	2.00	2.17
September	0.50	1.08	0.90	0.50	1.25	0.97
October	0.41	0.81	0.56	0.67	0.50	0.66
November	0.26	0.50	0.38	0.25	0.78	0.50
December	0.42	0.47	0.22	0.24	0.79	0.51
Totals	9.82	15.13	16.46	14.65	17.08	15.95

Annual precipitation of: -

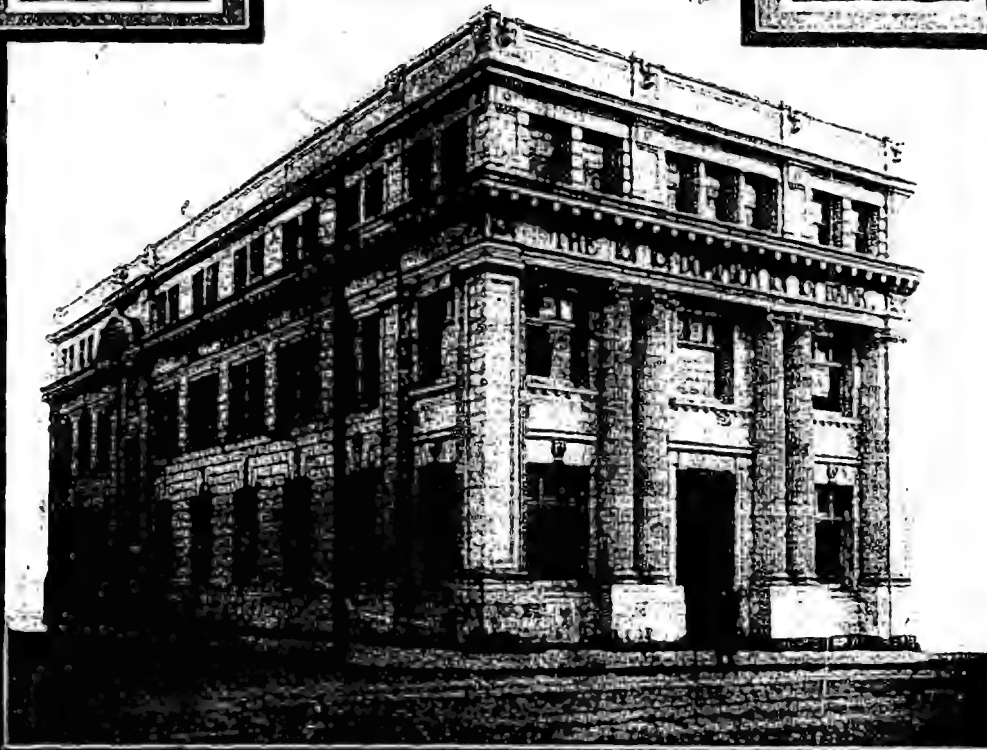
Ontario	Average 26 yrs. 31.62	Iowa	Average 19 yrs. 31.71
New York State	Average 23 yrs. 27.80	Ohio	Average 21 yrs. 39.20
Missouri	Normal 40.71	Alberta	Average 7 yrs. 15.95

No one need fear the climate of Alberta, in fact to many in delicate health and to those suffering from pulmonary troubles, Alberta is one of the finest climates in the world. It is a country of sunshine - clear days and cloudless skies perennially bless the land, and even during a cold snap the dryness of the atmosphere makes the keenest air enjoyable and does not prevent anyone from living in the great out-doors.

Calgary bank
clearings have
more than trebled
in three years
\$ 64 815 227 in 1908
\$219 245 879 in 1911

Photos on opposite page:

Typical Calgary Banks
Fifteen chartered banks are located in
Calgary



Calgary the City Phenomenal

The Increase of Population

It need be no cause for surprise that the magnet of this mighty land is drawing population faster than any other portion of the American continent.

During the last decade the population of Canada increased 33 per cent. and the United States 20 per cent. Ten years ago Alberta had the smallest population of any province or district in Canada. Now it has passed Prince Edward Island, British Columbia and New Brunswick, and is not far behind Nova Scotia and Manitoba. In 1921 either Alberta or Saskatchewan will have the third largest population of the Canadian provinces.

A comparison of the increases made by the different provinces in Canada and the United States gives some indication of the very rapid increase of population in Alberta.

Alberta made an increase in population of 410 per cent.; Saskatchewan was second with 397 per cent.; British Columbia made a gain of 103 per cent.; Manitoba 78 per cent.; Quebec 21 per cent.; Ontario 15 per cent.; the other provinces less than 10 per cent. Only three states across the line doubled in the ten years. Washington, which showed an increase of 121 per cent.; Oklahoma 112 per cent.; and the small state of Idaho, which increased by about 50,000, or a percentage gain of 101. Other states making large gains were Nevada 93; North Dakota 77; Oregon 62; Colorado 48; New Jersey 40. Other states increased less rapidly. Of the western states, Arkansas showed an increase of 20 per cent.; Minnesota 18; Kansas 15; Nebraska 11; Utah 36. Iowa showed a decrease.

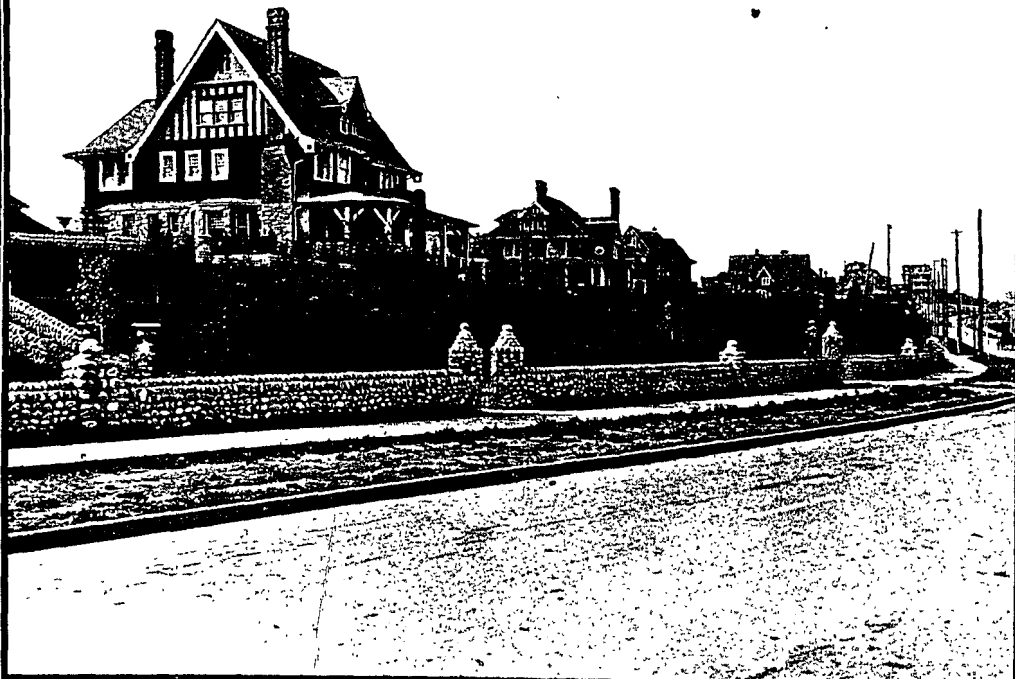
It is the land, the opportunity which makes this province the cynosure of all eyes wherever and whenever the man of ambition seeks for greater freedom, greater opportunity for development.

**Calgary
Population**

1905	12 500
1909	29 096
1911	45 000
1912	ESTIMATED 60 000

Photos on opposite page:

A Few of Calgary's Stately Homes



Calgary the City Phenomenal

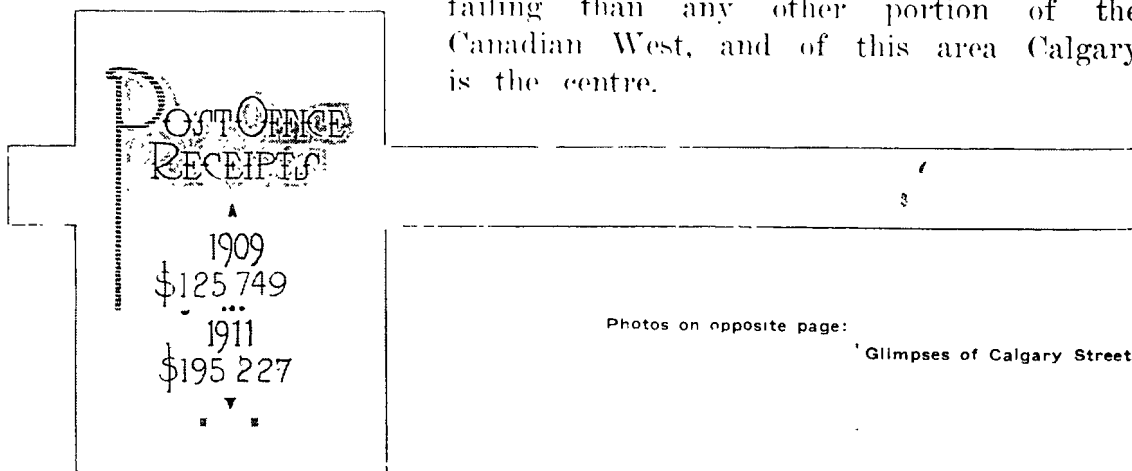
Calgary the Dominant City

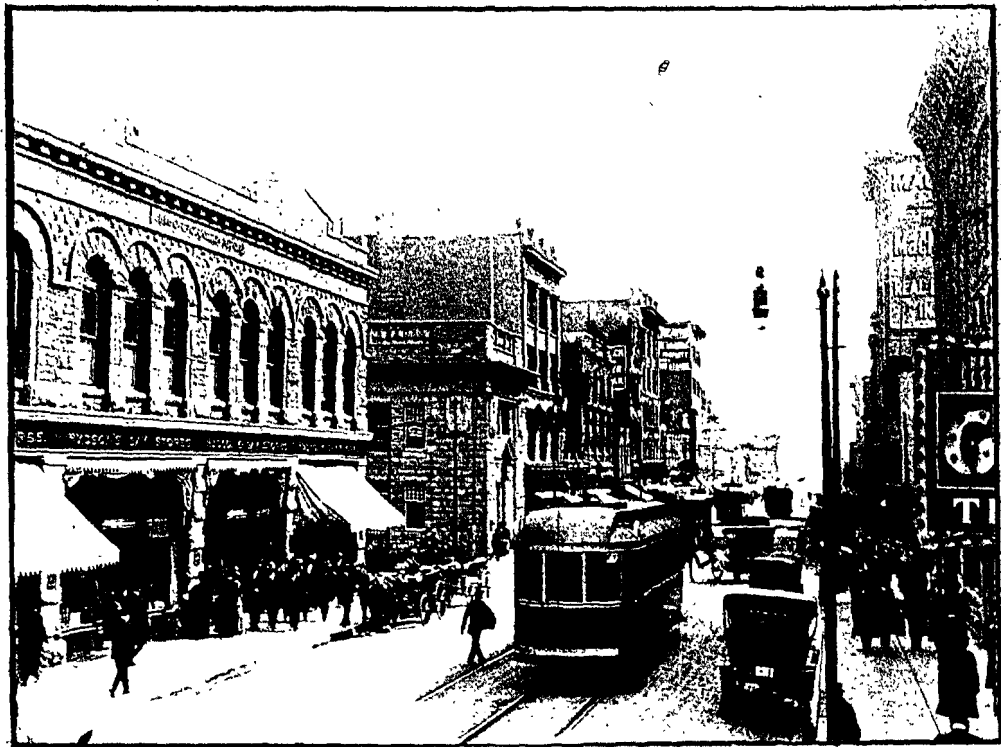
In this land, really an Empire, not alone in point of resources, but in potentialities of development, the dominating commercial, financial and industrial centre is Calgary. Its position is a strategic one. Its direct tributary territory is the richest in the province, and indirectly from its location and from its established business prestige, whether from the southernmost point or from the northernmost limits of the province, all development whether of mine or forest or farm, pays its tribute to Calgary.

Throughout Eastern Canada there are two or three cities which occupy this dominant position: Montreal is one, Toronto is another; further west Winnipeg adds a third to the list. On the Pacific there is Vancouver, and in the same class is the City of Calgary.

Resources Tributary to Calgary

The great coal producing areas, that is, the areas producing coal of the highest commercial value, lie west of Calgary or in the southern portion of the province directly tributary to Calgary. Iron has been found in the mountains to the west, and will no doubt some day be used by this city in the building up of its industrial life. In the southern portion of the province there exists considerable areas of irrigated farm lands. These lands are irrigated not so much from actual necessity in the average run of years as from the fact that irrigation in any climate is an insurance against possible drought. Irrigated lands warrant a more intensive system of farming than unirrigated lands, hence there will be greater density of population throughout any area which has the advantage of irrigation. This redounds to the advantage of Calgary. The most successfully demonstrated fall wheat growing areas lie in the southern portion of the province; this and its possibilities as an alfalfa growing and dairy district make the wealth production of this section more certainly never failing than any other portion of the Canadian West, and of this area Calgary is the centre.



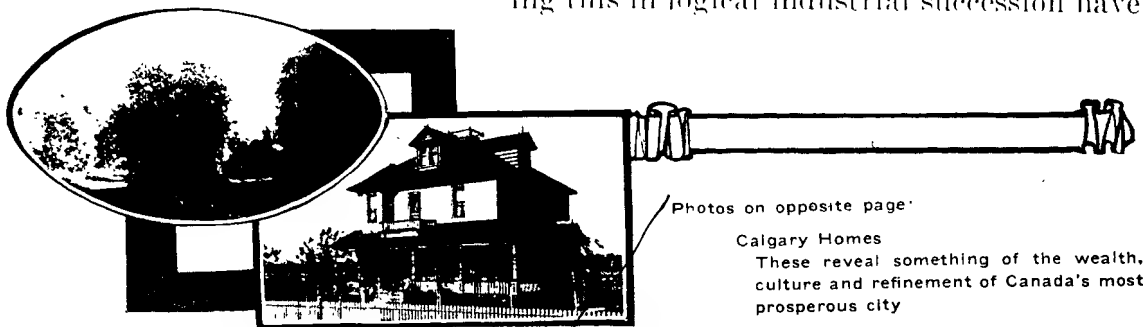


Agriculturally Alberta is the Richest Province in Canada

Calgary is situated directly on the main line of what must be the leading artery of traffic across the continent as far as Canada is concerned. It is also on the direct traffic bearing artery between north and south. It was only a few years ago that two or three trains a week were deemed sufficient on this road and now three trains a day each way are necessary to carry the traffic over the same line. Three transcontinental railways have converged in Calgary this year. The Canadian Pacific, the pioneer road of the west which has been here since 1882; the Canadian Northern, that young giant among Canadian roads which is rapidly extending its branches over the west, and the Grand Trunk Pacific, the latest addition to transcontinental railroads. These, with their network of radiating branches, will help to build up industry and commerce during the coming years. They are lines over which Calgary's business will extend during nineteen hundred and thirteen.

Industrial Development

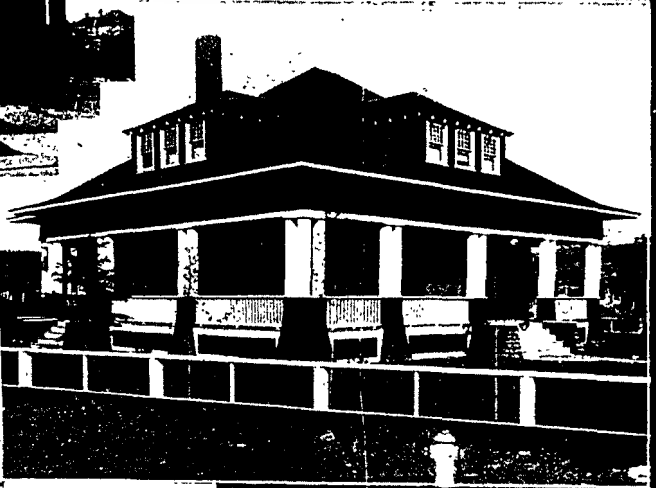
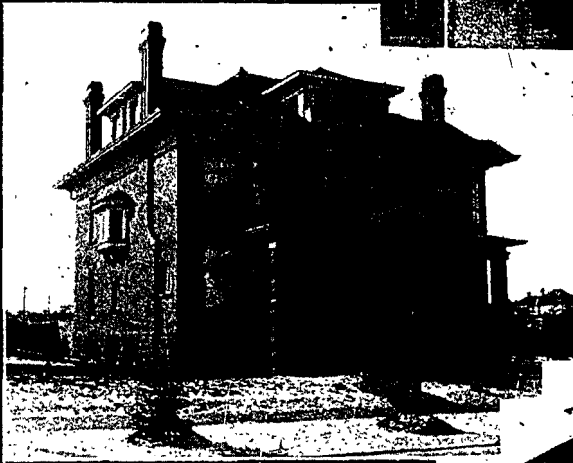
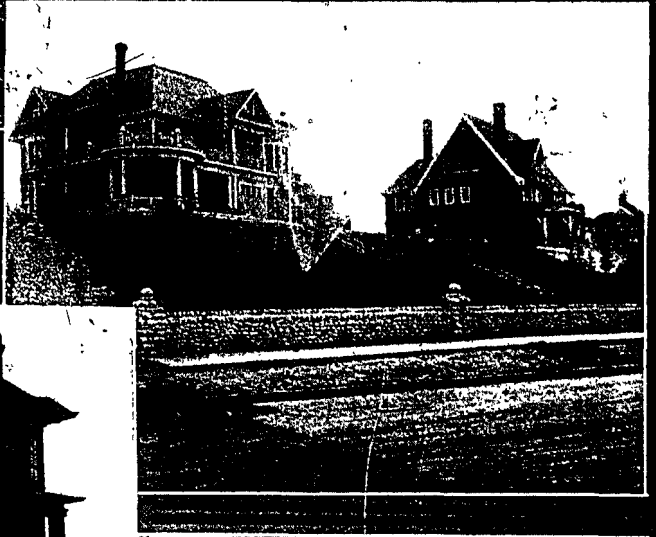
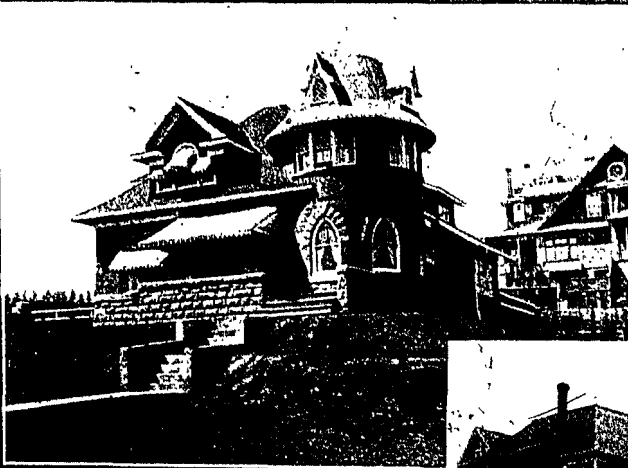
Its commercial position and the enterprise of its people are developing the City of Calgary into a prominent industrial centre. It is a fact, in the development of any community, that under normal conditions agriculture in its more extensive form will develop first. With it will come the first crude dawning of commercial life. Later, agriculture becomes more intensive, commerce more thoroughly organized and then there is the beginning of industrial activity. This is the first plank across the economic gulf which separates the country of mere potentialities from the land of actual realities, from a mere scattered bundle of possibilities to a correlated and co-ordinated economic whole. Calgary has begun this work. Naturally its first industries were those distinctly associated with agriculture. It has become the greatest centre in the west for abattoirs, pork packing and the curing of meats. It has also developed into one of the largest milling centres in the west, for Calgary is in the centre of the grain belt, yet it is the nearest to the Orient of any Canadian milling centre, and this is a factor in the development of this industry. The province produces some of the finest barley in America, and the brewing and malting industry has made very rapid progress. Following this in logical industrial succession have



Photos on opposite page

Calgary Homes

These reveal something of the wealth, culture and refinement of Canada's most prosperous city



Alberta is the Land of Sunshine

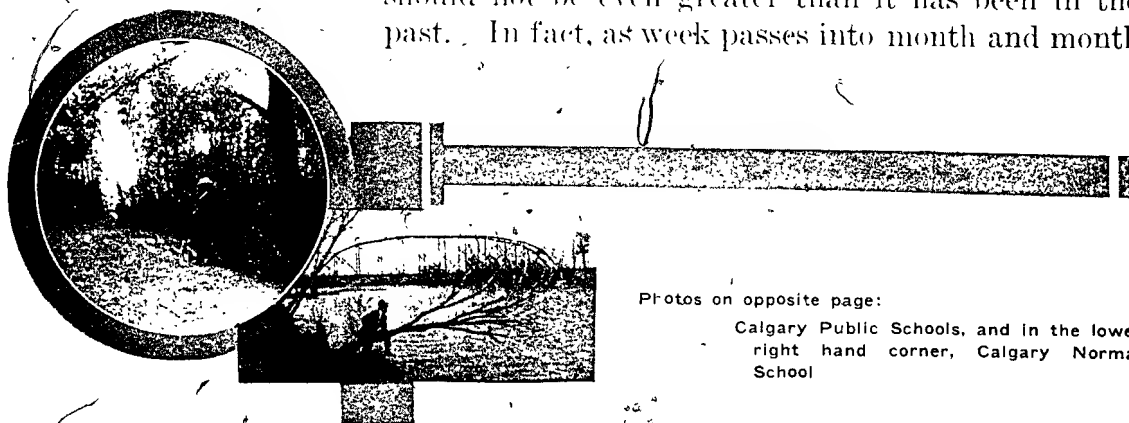
come such industries as planing mills, sash and door factories, iron works, tent-making, and as this is a railroad centre of considerable importance the Canadian Pacific has recently decided to establish its shops in the eastern portion of Calgary, and this again will add greatly to our industrial population. Industrial development though only in its infancy has made exceptionally rapid strides in Calgary and there is no reason why its progress should not be even greater in the future. Abundance of raw material, adaptable people, cheap power from the waters of the Bow, cheap coal, natural gas, a great labor saving fuel, and good railway facilities, these are factors in the evolution of industry in the most progressive city of the Canadian West.

A Commercial City

The development of the city commercially has been even more rapid. Five years ago Calgary was scarcely considered as a jobbing and distributing centre — today it is the home of over 1,350 commercial travellers, while solid and substantial six and seven story buildings, built by the pioneer wholesale mercantile establishments in the west, proclaim the faith of the people in the commercial importance of Calgary, the city phenomenal, the city progressive.

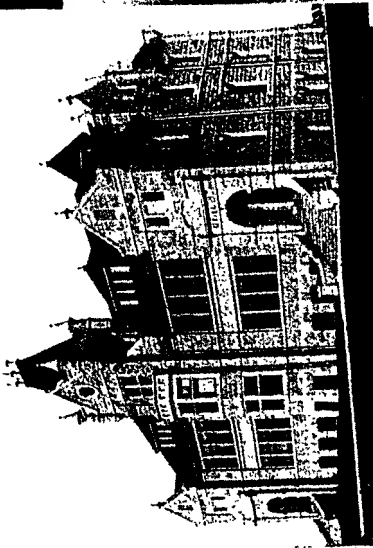
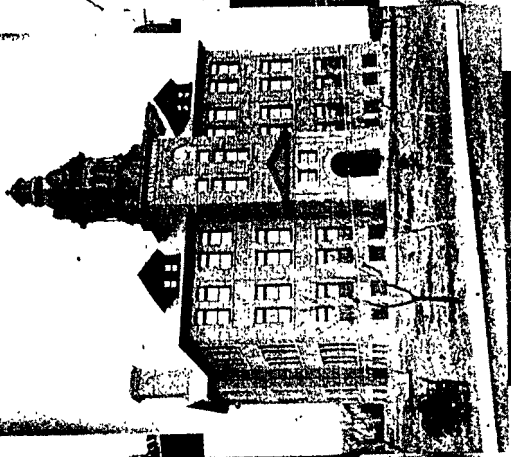
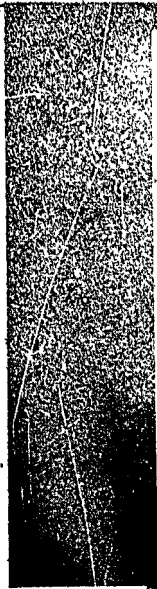
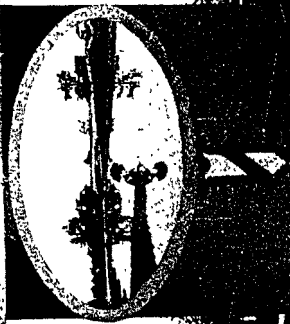
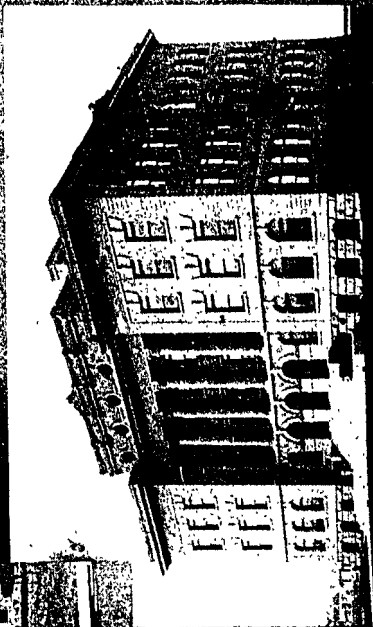
The Certainty of Calgary

So much for the possibilities for the development of a great city at Calgary, the commercial metropolis of the province, but great opportunities do not necessarily predicate great development. Towns have existed which seemed to possess mighty possibilities, but either the genius of the people failed to find expression or for some other reason the expected development did not materialize. But we read the future from the past, and Calgary's steady stride is a movement of permanent progress, and with every condition favoring the city there is no reason why its development in the future should not be even greater than it has been in the past. In fact, as week passes into month and month



Photos on opposite page:

Calgary Public Schools, and in the lower right hand corner, Calgary Normal School



Alberta - An Empire's Wealth and Possibilities

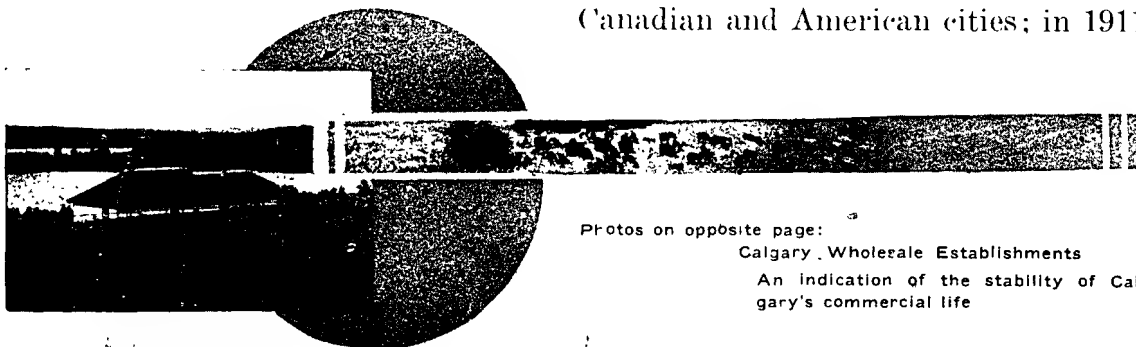
into year, it is evident that in the City of Calgary progress is a cumulative force that gathers strength as time goes on, and with each succeeding year marks a new record of achievement.

A Record of Progress

In 1911 Calgary made greater progress than any other city in America and in a comparison of this kind America leads the world. The annual reports from the different sources of statistics prove these facts beyond dispute. In 1911 the total value of building permits issued was \$12,908,638, and to bring this progress down to date the building permits for the first nine months of 1912 exceeded by almost three millions the total for the year 1911, the actual figures for the nine months ending September 30th being \$15,461,226. In only four cities of Canada and eleven cities of the United States, was the actual volume of 1911 construction surpassed. Calgary led by a long way many American cities which have heretofore been considered as in the very vanguard of progress in the building line. In 1910 Calgary stood 32nd in the list of Canadian and American cities in point of building permits issued. In 1911 it had moved up to 16th place and judging from the first nine months of 1912 only Toronto and Winnipeg of Canadian cities surpass Calgary. The building permits of a city are a very substantial indication of its progress. It means more than a mere increase of population, of postal receipts, or bank clearings, for the building record shows actual development; it means the occupation and use of land, it means permanence, stability, progress in the upbuilding of the town.

Figures Which Tell the Story

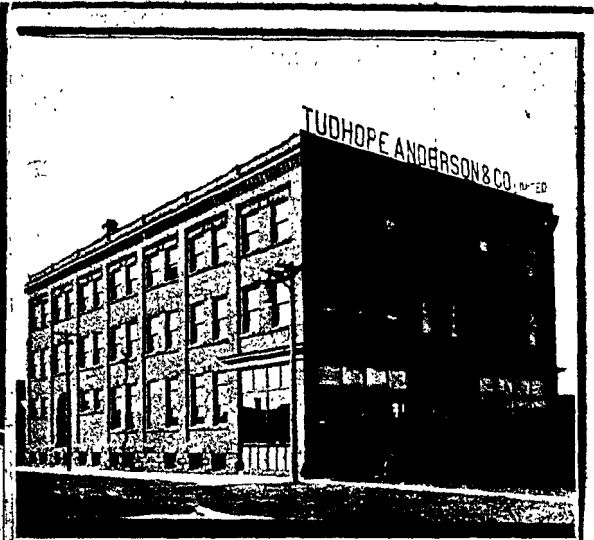
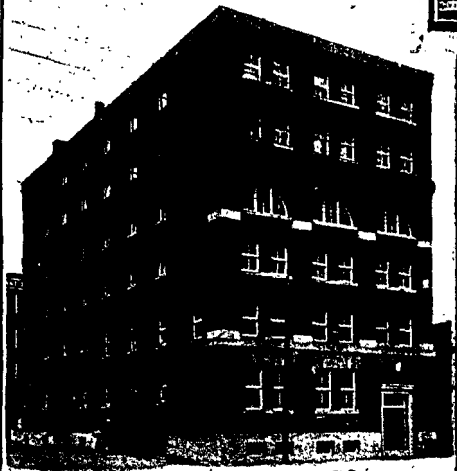
Perhaps the next best indication of development is told by the clearing house. In clearing house statistics Calgary now stands 5th in the Dominion, Vancouver, Winnipeg, Toronto and Montreal are still ahead of it. The clearings last year totalled \$219,245,878, an increase over the previous year of a little less than 40 per cent. The percentage increase in clearings over the previous year exceeded every city in America except one. In 1910 Calgary was 54th in bank clearing statistics, in Canadian and American cities; in 1911



Photos on opposite page:

Calgary Wholesale Establishments

An indication of the stability of Calgary's commercial life



Agriculturally Alberta is the Richest Province in Canada

45th, thus indicating a growth which is in many respects marvelous when we recall that 1911 was not by any means looked upon as a record year in the Province of Alberta. Beyond question 1912 will present a new record of development along this line. Many cities can, by taking out one particularly good year and comparing it with other years which have not exhibited such remarkable evidence of progress, tell a remarkably good story, but the statistical record of Calgary exhibits a steady irresistible movement which affords the best possible proof of the permanence and stability of the basis of its existence. This is largely due to the fact that the agricultural, industrial and commercial activity which constitutes the life of the city is of the most permanent and non-fluctuating character, something which always makes for a steady development as against the speculative trend in less fortunate localities.

More Evidences of Growth

The progress of a city is shown by its commerce. A nation is prosperous as it increases its purchasing power. The purchasing capacity of the people of Calgary has evidently increased to a remarkable extent during the past year or two. Custom house returns prove this. Customs collected at Calgary during 1911 amounted to \$1,740,567, an increase of 68 per cent. over the preceding year, and over 300 per cent. above 1909. This will give some idea of the increased business in the city. The total imports for the Province of Alberta for the government year ending March 31, 1911, were \$9,135,678, the entries at Calgary were \$5,430,264, or over 50% of the entire province, a further demonstration of the dominance of the city of Calgary in the Province of Alberta.

Postal, Telephone and Telegraph Development

Postal revenues afford another remarkable indication of the growth of the city. In fact the postal development of western Canada has been really marvelous within the past few years. Sales of stamps alone in Calgary in 1911 amounted to

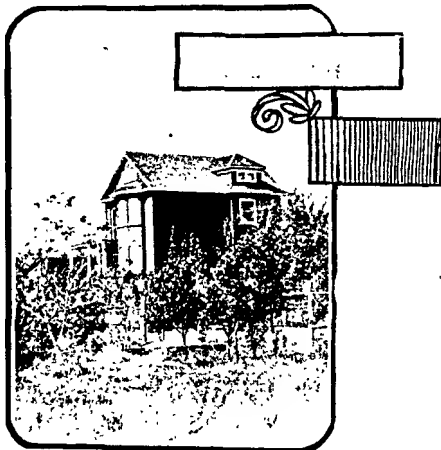
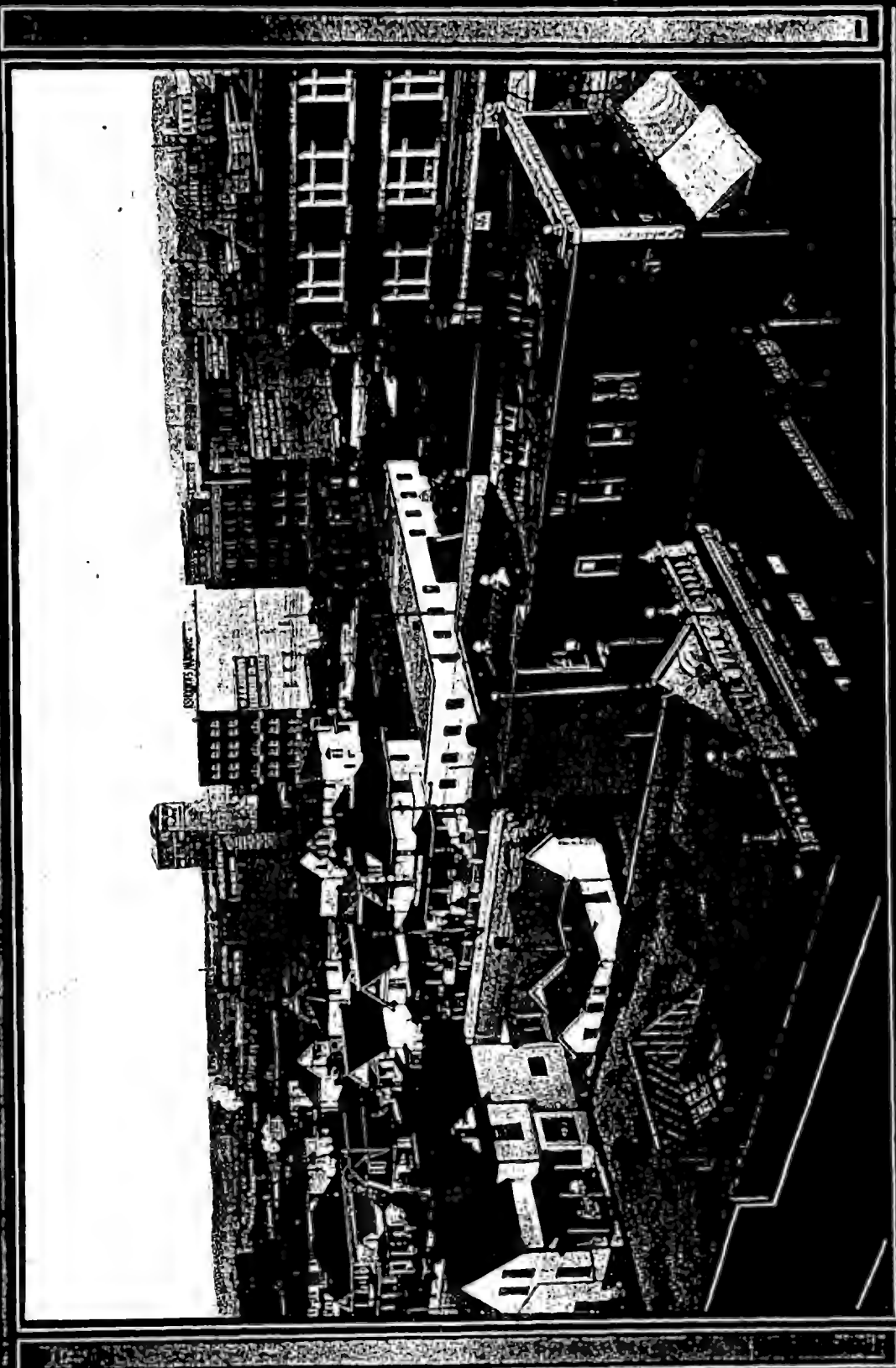


Photo on opposite page:

Looking westward over the city toward
the Wholesale Section



Calgary the City of Certainties

\$195,456, or almost double what it was two years ago. The Land Titles office tells a similar story—the receipts for 1911 reached \$199,198, almost doubling that of 1909.

The telephone and telegraph businesses report similar increases. In fact the telephone has failed to keep up with the demand and at the present time there are many in Calgary unable to secure telephones, a matter which will be adjusted in the course of a few weeks, but it is an indication of the astounding progress of the rapidly enlarging city of Calgary.

Increased Wealth and Progress

Municipal statistics reveal another page of the most phenomenal record of the city's marvelous growth and expansion.

The assessed value of the city has increased from \$12,832,496 in 1907, to \$30,796,092 in 1910, to \$52,749,600 in 1911, and \$110,000,000 in 1912. The city owns its own municipal street railway. This was installed in 1910 and paid its way almost from the first month. The street railway will never present a trying and difficult problem to the city of Calgary. It owns its own system, it is ably manned and officered, the city can make of it what it wills and do with it what it wants. In 1911 the street railway made a net profit of \$114,811; the total number of passengers carried in 1911 was 8,838,057, or not far from, double the number carried in 1910. During the first nine months of 1912 the street railway carried 10,548,457 passengers, or more in nine months than in the previous twelve. This is only one of the municipal activities of the city. Calgary owns its own water and electric light and these also show splendid records of development.

Extension in other lines of the city's service is equally remarkable. In 1908 there were only four miles of paved streets, in 1909 eight miles, this increased to 12 in 1910 and 22 in 1911. The total length of sewers in 1909 was 44 miles—1910 there were 67 miles—and 1911 there were 110 miles, and the extent of water mains has trebled since 1908. These figures all go to show that Calgary municipally is keeping pace with Calgary commercially, industrially and financially.

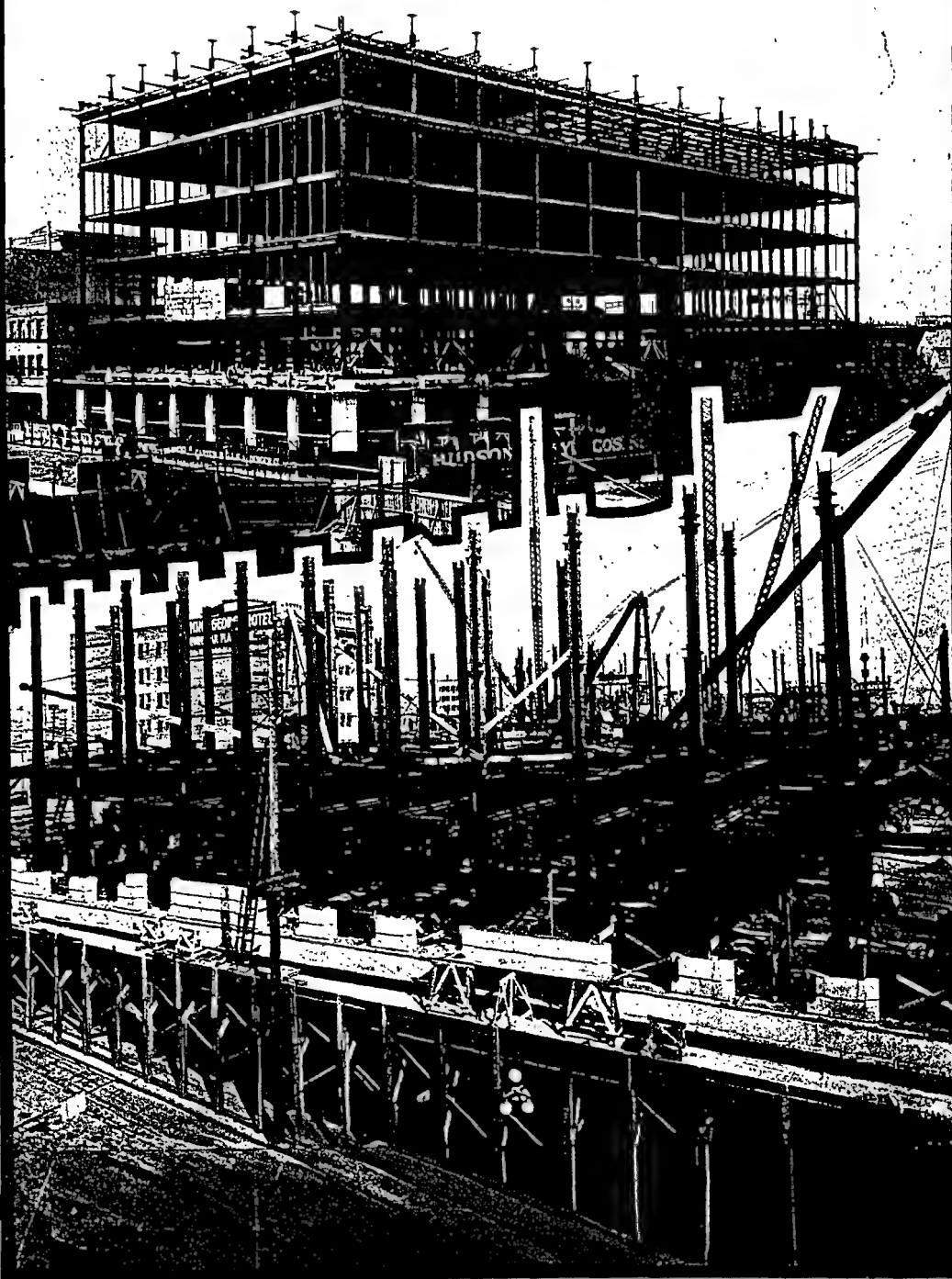
In 1911 the
street railway
carried 8,838,057
passengers.
In the first 9
months of 1912,
10,548,457.

Photos on opposite page:

\$3,000,000 New Buildings under construction in Calgary

Upper photo—Hudson's Bay Co.'s New Store

Lower photo—C. P. R. Hotel



Calgary Led America in Progress During 1911

Real Estate and Business Expansion

Naturally with this record of development and the comprehension of what must come in the years that lie before, when the untilled miles of unequalled soil are brought under the plow and when the Province of Alberta begins the real development of its enormous wealth of forest and mine, there has come an increase in land values which, while steady and certain, has by no means reached its maximum, nor does it in any way indicate the existence of any unhealthy condition. There can be practically no limit to the values to which land may rise in the world's great vortexes of trade and commerce. The oldest cities of the world have demonstrated this. New York land values continue to advance year after year; Montreal has witnessed lately a great activity in real estate circles, both of these advances have taken place because of this one outstanding fact that every added dollar of production, every mile of railroad, every opened mine, every plowed field from one end of America to the other in some way contributes its share to these great cities which are the centre of the nation's financial life.

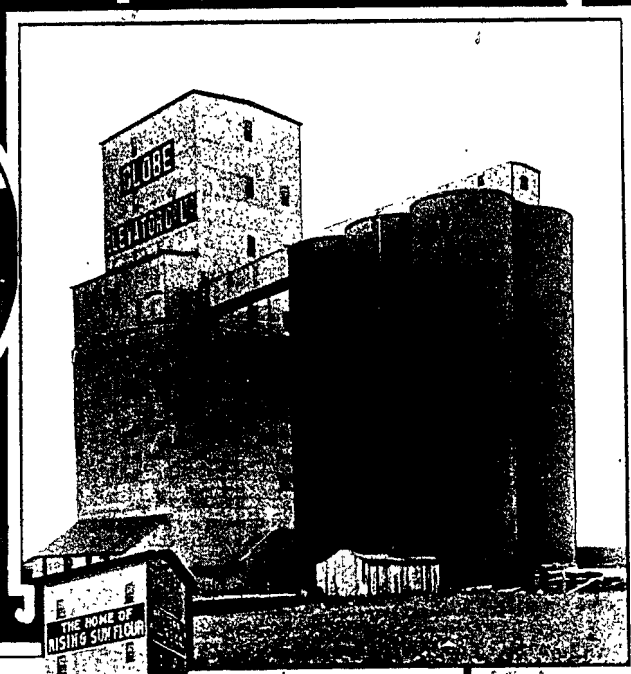
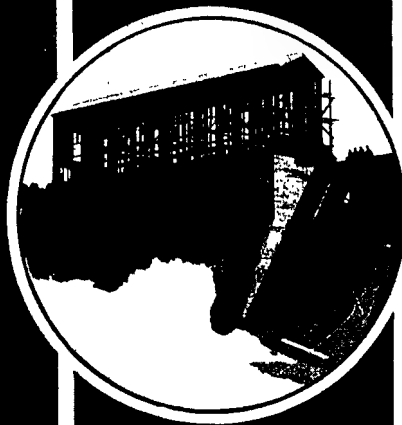
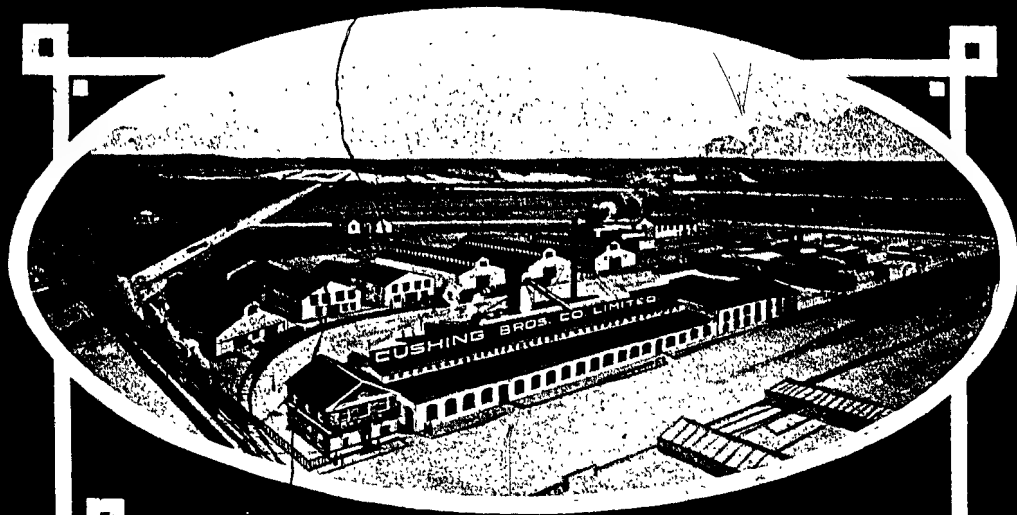
Calgary—Montreal and New York

Calgary occupies a somewhat similar position in Alberta to that occupied by New York and Montreal in the life of the United States and Canada. Commercially, industrially and financially it is first over its own broad area. We have shown that that area is equal to Austria-Hungary, is far in excess of Great Britain, and is greater than the New England States. It is therefore as inevitable as sunrise and sunset that in this city land values must move upward with increasing population. Great fortunes have been made from this in the past, but these are only indicative of what will be in the future. Property which appears far out today will appear close in as business develops, as railroad enterprise gives depth and breadth to the city's commercial activity, and as population ex-



Photos on opposite page:

Calgary Industries and One Source of
Cheap Power:
The Calgary Power Co.'s Plant at Kananaskis, on the Bow, above Calgary



Three Transcontinental Railways Focus on Calgary

tends beyond the present area, and business follows population as it always does. For the capitalist who has ample funds to invest Calgary in this particular line offers wonderful inducements.

Striking Examples of Increased Values

Here are a few records showing what has taken place in the past few years, prophetic, too, of what will happen in the future.

Seven years ago a certain corner, one hundred by one hundred and thirty, on First Street, now one of the busy thoroughfares of the city, was offered for sale at nine hundred dollars. It was sold a year ago for one hundred thousand and is estimated today to be worth over \$175,000. Another, and there are hundreds such instances, lots offered on Eighth Avenue for \$3,000 four years ago sell freely today for \$35,000. These advances may seem rapid but they are due to the rapid development of the country—to the fact that in a prairie country without forests to clear, with the impulse of the Canadian nation behind it, progress has been rapid and will be even more so in the future.

Great business blocks of six storeys and higher have reared themselves at the demand of developing commerce within the past few years, but the demand for office accommodation is ever increasing and there is still abundant opportunity for investment in similar enterprises. But Calgary's great opportunity for the investor is still along lines of commercial and industrial expansion, for within a few years we may expect to see at least the half of Canada's population west of Lake Superior, and with this must come great manufacturing industries adding to the wealth of the country, but still more perhaps adding to the wealth of those first in the field—first to realize the city's and the country's needs and possibilities.

Then, too, the world's trade map is becoming readjusted. Almost a quarter of a century ago a great American statesman said: "I see the coming of that day when with an awakened East the Western half of this continent will look toward the Orient and

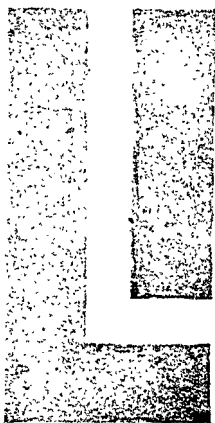
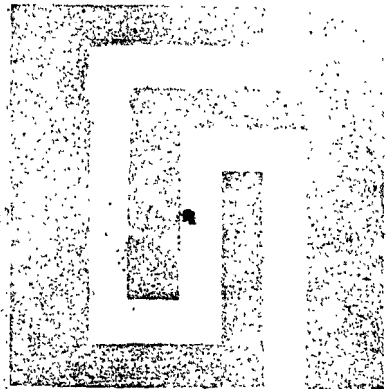
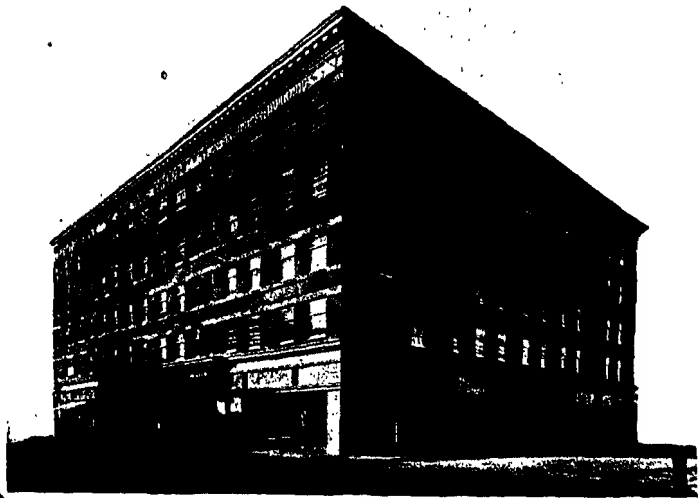
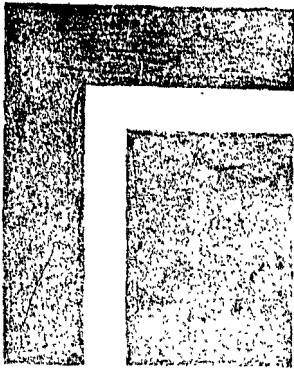


Game is still abundant in Alberta



Photos on opposite page:

Upper photo, Beveridge Block
Centre photo, Grain Exchange Building
Lower photo, Eighth Avenue



Calgary the Commercial Metropolis

the Pacific Ocean will take the place of the Atlantic as the highway of the world's commerce." That day is dawning. China has awakened. The Panama Canal will soon be opened. Alberta must take the big share of the trade of an awakened hemisphere. This has already stimulated the development of industries, for Calgary, naturally and logically, must be the centre of this activity as far as Alberta is concerned.

Educational Institutions

Calgary may be taken as a pioneer city in point of years, while as an actual fact present conditions are not by any means indicative of the pioneer stage. Calgary educationally is as advanced as any city in the Dominion of Canada. It is the site of a University, Normal School, College for Boys, College for Girls, and public schools and High Schools, the substantial nature of which can be shown by the following figures. Over three million dollars has been expended to provide common school education for the people of Calgary; the expenditure in 1911 was \$864,997, buildings cost \$578,597, and sites \$286,400. Extensions for 1912 approximate half a million dollars. There are at present 159 teachers in the public and high schools. Night schools have also been organized to assist foreigners and for the benefit of technical students; special attention has been given to every phase of education, and with the development of these schools Calgary educationally stands among the very foremost cities in the Dominion of Canada. But she has not been satisfied to rest the education of the youth of the city upon the common schools and high schools alone, but by the liberality of her people Calgary has endowed a university. Over \$1,250,000 in land and cash subscriptions has already been secured, and the men behind the institution are sufficiently stalwart in their

views upon this question to insure the development of a university which will not only be a factor in the educational life of Calgary, but will be provincial and even national in its scope and influence.

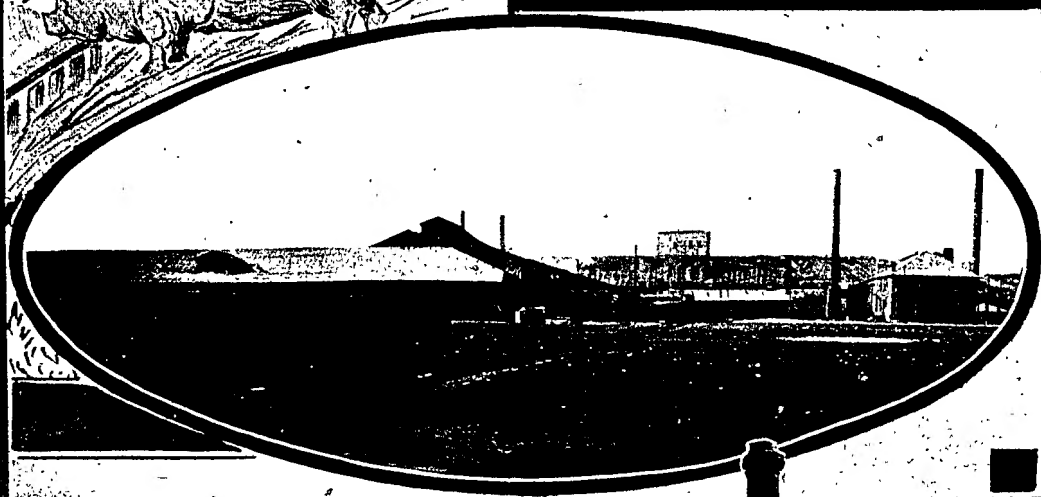
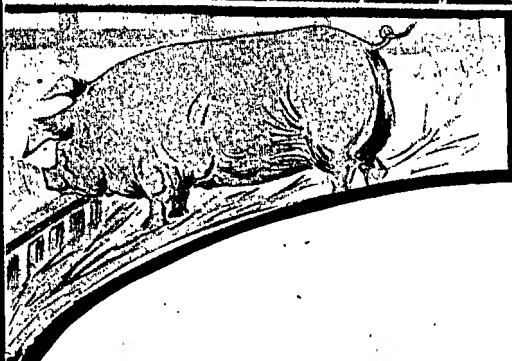
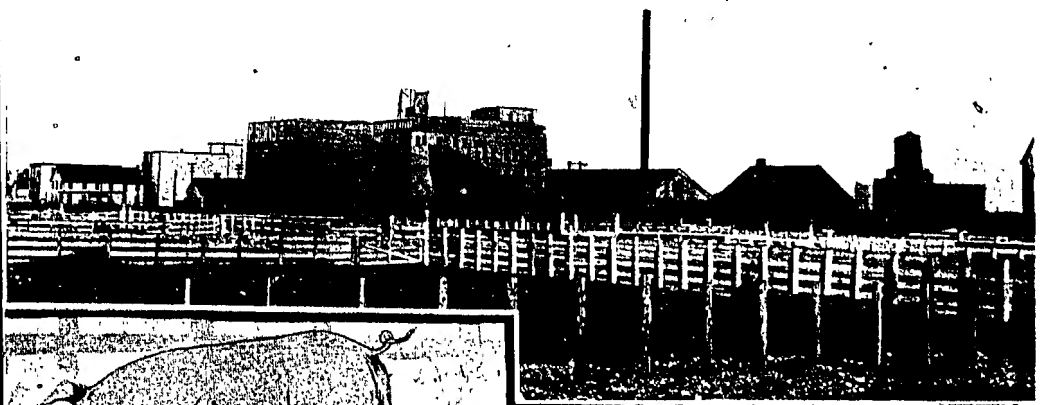
Calgary
Bank
Clearings

1911
\$2,192,455.879

For the first nine months
only of
1912
\$1,967,774.554

Photos on opposite page:

Upper photo, P. Burns & Co.
Centre photo, Calgary Cement Co.
Lower photo, Calgary Brewing and Malt-
ing Co.



Alberta is the Land of Sunshine

Calgary and the Future

Calgary's churches are in keeping with the growth of the City. They are progressive in spirit, bold in action, working to supply the needs of a growing community.

Lately a magnificent theatre, one of the finest in the west, has been added to the city's buildings, thus aiding in finding for art and life its logical expression—another proof of an advancing city.

Calgary is the centre of a great agricultural province; Calgary is the commercial, industrial and educational centre of the most richly endowed province of Canada and one of the richest in the British Empire. The frontier stage is passed—the foundation of greatness is laid. We are today at the realization stage of our nation's growth in the forward march of development.

In Calgary progress will be epitomized. It will reflect the development of the country—every trade wave reaching from north to south, from east to west, must radiate from or converge to this centre. Here, the best that is in the province will find its reflexion and expression. Calgary is a home city, an industrial city, a commercial city. Calgary is the city phenomenal!

Calgary's
Building
Permits 1911

\$12,908,638

First nine months of 1912

\$15,461,226

Photos on opposite page:

Upper photo—Lougheed Building
Lower photo—Public Library

